



Connected TV conference

egta

association of
television and radio
sales houses

CONNECTED TELEVISION & COMMERCIAL COMMUNICATIONS

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CONNECTED TV CONFERENCE

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LIMASSOL - CYPRUS



CURRENT LEGAL FRAMEWORK





THE CURRENT LEGAL FRAMEWORK

- EU Media Law is not ready for Connected TV
- AVMS Directive – linear and non-linear services
- Telecoms package – Art. 5(2) of the Access Directive on EPGs and Art. 31 of the Universal Services Directive on ‘must-carry’ obligations
- E-Commerce Directive – information society services



CONTENT INTEGRITY

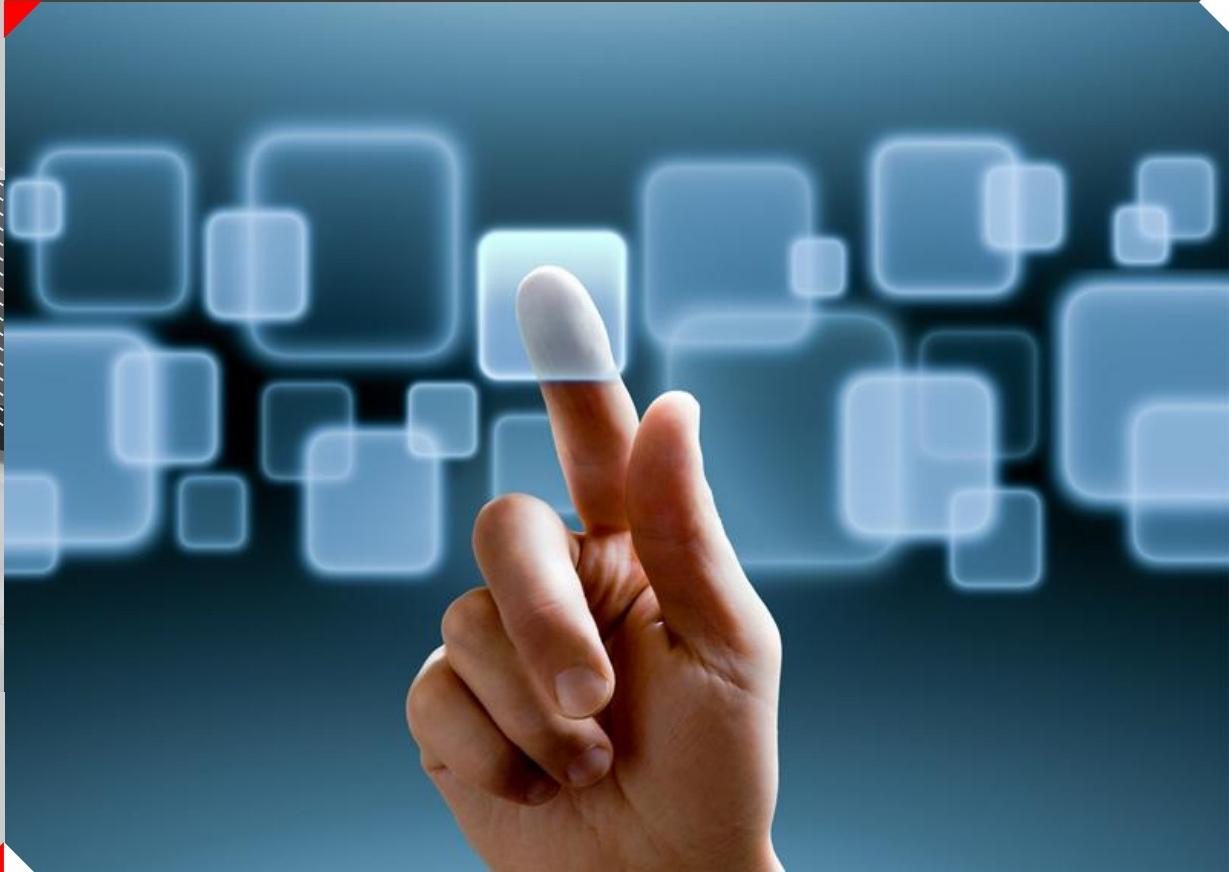


CONTENT INTEGRITY

- Broadcasters invest heavily in programmes and services
- Content should be displayed in an unaltered form
- Protection needed in cases where third parties might remove, add or alter commercial communications



ACCESSIBILITY



ACCESSIBILITY

- It is up to the viewers when, where and on what device they want to consume audiovisual content
- The consumer owns the screen
- Content must remain easily accessible and readily findable
- Viewers must be enabled to access any application or portal provided by broadcasters while watching their channel



BEYOND THE AVMS DIRECTIVE





BEYOND THE AVMS DIRECTIVE?

- Most of the current regulatory obligations, which apply to linear broadcasters do not apply to Internet content providers
- Are all types of media services more or less comparable?
- Is a comparable regulatory framework for all media services necessary?
- What are the future needs and expectations?